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**IN THE CLAIMS:**

1. (Original) A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display-information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) analyzing a page template specified by a display-information obtaining request sent from the information terminal;
- (b) obtaining display-area specifying information and display attribute information from said page template;
- (c) obtaining a plurality of pieces of content specifying information related to said display-area specifying information;
- (d) inspecting a plurality of display conditions respectively related to each of said pieces of content specifying information to determine whether each display condition has a content to be embedded in said page template;
- (e) shaping at least one content determined to be a content to be embedded in said page template in accordance with said display attribute information; and
- (f) transmitting said at least one shaped content to the information terminal.

2. (Original) A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display-information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) analyzing a page template specified by a display-information obtaining request sent from the information terminal;

(b) obtaining display-area specifying information from said page template;

(c) obtaining a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;

(d) inspecting a plurality of schedule conditions respectively related to each of said banner beans to determine whether each schedule condition is a bean including a banner to be embedded in said page template;

(e) obtaining display-image specifying information and link-destination-URL specifying information from a banner bean judged as a bean including a banner to be embedded in the page template; and

(f) transmitting display image data corresponding to said display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.

3. (Original) A display information deciding method, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a) analyzing a page template specified by a display-information obtaining request sent from the information terminal;

(b) obtaining display-area specifying information from said page template;

(c) obtaining a plurality of pieces of content specifying information related to display-area specifying information;

(d) inspecting a plurality of display conditions respectively related to each of said pieces of content specifying information to determine whether each display condition has a content to be embedded in said page template; and

(e) transmitting at least one content judged as a content to be embedded in said page template to the information terminal.

4. (Currently amended) A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a) defining a page-template bean for holding as a property information for specifying an HTML file, including a Servlet, defining section containing display-area specifying information as a parameter;

(b) obtaining content specifying information from a part bean determined to be a part bean for holding content specifying information for specifying content of a part displayed in a display area as a property;

(c) setting schedule information serving as a condition for contents to be displayed in said display area to said part bean; and

(d) holding said part bean and display-area specifying information by relating said part bean and said display-area specifying information with each other.

5. (Original) A display-information deciding system including a display-information deciding apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising:

(a) a display-area content creator for analyzing a page template specified by a display-information obtaining request sent from the information terminal, obtaining display-area specifying information from said page template, and obtaining a plurality of pieces of content specifying information related to display-area specifying information;

(b) a schedule engine for inspecting a plurality of display conditions respectively related to each of said plurality of pieces of content specifying information to determine whether each display condition has a content to be embedded in said page template; and

(c) web server software for transmitting at least one content judged as a content to be embedded in said page template to the information terminal.

6. (Original) A display-information deciding system including a data base to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information as a parameter from an information terminal having a display screen and an input unit, comprising:

(a) a component DB for storing a part bean holding content specifying information for specifying the content of a part displayed in a display area as a property; and

(b) an arrangement rule DB for storing an arrangement object for holding said part bean, the display-area specifying information, and schedule information serving as a condition for said part bean to be displayed in said display area by relating said part bean, the display-area specifying information, and said schedule information with each other.

7. (Original) A storage medium for storing a display-information deciding program to be executed by a display-information deciding apparatus for transmitting display information to an information terminal having a display screen and an input unit, wherein the program includes:

- (a) program code for instructing the display-information deciding apparatus to analyze a page template specified by a display-information obtaining request sent from the information terminal;
- (b) program code for instructing the display-information deciding apparatus to obtain display-area specifying information and display attribute information from said page template;
- (c) program code for instructing the display-information deciding apparatus to obtain a plurality of pieces of content specifying information related to display-area specifying information;
- (d) program code for instructing the display-information deciding apparatus to inspect a plurality of display conditions respectively related to each of said plurality of pieces of content specifying information and determine whether each display condition has a content to be embedded in said page template;
- (e) program code for instructing the display-information deciding apparatus to shape at least one content determined to be a content to be embedded in said page template in accordance with said display attribute information; and
- (f) program code for instructing the display-information deciding apparatus to transmit said shaped content to the information terminal.

8. (Original) A storage medium for storing a display-information deciding program, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, wherein the program includes:

- (a) program code for instructing the display-information deciding apparatus to analyze a page template specified by a display-information obtaining request sent from the information terminal;
- (b) program code for instructing the display-information deciding apparatus to obtain display-area specifying information from said page template;
- (c) program code for instructing the display-information deciding apparatus to obtain a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;
- (d) program code for instructing the display-information deciding apparatus to inspect a plurality of schedule conditions respectively related to each of said plurality of banner beans and determine whether each schedule condition is a bean including a banner to be embedded in said page template;
- (e) program code for instructing the display-information deciding apparatus to obtain display-image specifying information and link-destination-URL specifying information from a banner bean judged as a bean including a banner to be embedded in said page template; and
- (f) program code for instructing the display-information deciding apparatus to transmit display image data corresponding to the display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.

9. (Original) A storage medium for storing a display-information deciding program to be executed by a display-information deciding apparatus for transmitting display information to an information terminal provided with a display screen and an input unit, wherein the program includes:

- (a) program code for instructing the display-information deciding apparatus to analyze a page template specified by a display-information obtaining request sent from the information terminal;
- (b) program code for instructing the display-information deciding apparatus to obtain display-area specifying information from said page template;
- (c) program code for instructing the display-information deciding apparatus to obtain a plurality of pieces of content specifying information related to display-area specifying information;
- (d) program code for instructing the display-information deciding apparatus to inspect a plurality of display conditions respectively related to each of said plurality of pieces of content specifying information and determine whether each display condition has a content to be embedded in said page template; and
- (e) program code for instructing the display-information deciding apparatus to transmit at least one content judged as a content to be embedded in said page template to the information terminal.

10. (Original) A storage medium for storing an object to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information as a parameter sent from an information terminal having a display screen and an input unit, comprising:



(a) a part bean holding content specifying information for specifying content of a part bean displayed in a display area as a property; and

(b) an arrangement object for holding said part bean, the display-area specifying information, and information serving as a condition for said part bean to be displayed in said display area by relating said part bean, the display-area specifying information, and said condition-serving information with each other.

11. (Original) A storage medium for storing an object to be accessed by a display-information deciding apparatus for transmitting the corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information and display attribute information as parameters sent from an information terminal having a display screen and an input unit, comprising:

(a) a banner bean holding banner-display-image specifying information for specifying a display image of a banner displayed in a display area and banner-link-destination-URL specifying information for specifying a link destination URL of said banner as properties; and

(b) an arrangement object for holding said banner bean, the display-area specifying information, and schedule information serving as a condition for said banner to be displayed in a display area by relating said banner bean, the display-area specifying information, and said schedule information with each other.